AMERICAN TOBACCO COMPANY
6 STANFORD FORUM BOX 10306
STAMFORD CT 06904

WESTERN UNION MAILGRAM

01369B0806033 07/28/93 0088

JULY 28, 1993

TO: OUR AMERICAN VALUE ALLIANCE PARTNERS:

UNTIL FURTHER NOTICE, THE LIST PRICES OF OUR AVA BRANDS WILL NOT BE CHANGED, EXCEPT THAT EFFECTIVE AUGUST 9, 1993, THE LIST PRICE OF AVA KING SIZE BRAND STYLES WILL BE ADJUSTED TO EQUAL THE 100'S PRICES AS FOLLOWS:

	PER M	PER CARTON
LIST PRICE	38.70	7.74
TRADE DISCOUNT	5.00	1.00
NET	33.70	6.74

NOTE: THE CURRENT ALLOWANCE STRUCTURE AND MINIMUM PROFIT-SHARING GUARANTEES REMAIN UNCHANGED.

OUR ACTIONS AT THIS TIME REFLECT OUR CURRENT ASSESSMENT OF THE MARKET-PLACE ENVIRONMENT AND ARE, OF COURSE, SUBJECT TO CHANGE AS CONDITIONS WARRANT. WE WILL BE FOLLOWING THE MARKET CLOSELY AND ANTICIPATE THAT THERE MAY BE SOME FUTURE ADJUSTMENT IN OUR AVA PRICES. OUR COMMITMENT TO KEEP OUR AVA BRANDS COMPETITIVE, AS ESTABLISHED AT THE INCEPTION OF OUR PARTNERSHIP, REMAINS STEADFAST AND UNCHANGING.

THE AMERICAN VALUE ALLIANCE AND
THE AMERICAN TOBACCO COMPANY

21:40 EST

NONCONP

To verify by Mailgram Message, see reverse side for Western Union's toll-free numbers.

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Source: https://www.industrydocuments.ucsf.edu/docs/xpvk0004